

IN THE CLAIMS:

Please cancel Claims 1-20, without prejudice, and please add new Claims 21-40 as provided in the following Listing of Claims:

Listing of Claims:

Claims 1-20. (Canceled)

Claim 21. (New) An apparatus, comprising:

a receiver, wherein the receiver receives a request for information regarding at least one of a good, a product, and a service, wherein the request is transmitted from a communication device associated with an individual, wherein the communication device is at least one of a personal computer, a laptop computer, a personal digital assistant, a wireless telephone, a video telephone, a watch, and an interactive television, and further wherein the request is transmitted to the receiver on or over at least one of the Internet and the World Wide Web;

a processing device, wherein the processing device processes information contained in the request, wherein the processing device identifies or selects an advertisement to provide to the individual upon the individual placing an order to purchase or lease the at least one of a good, a product, and a service; and

a transmitter, wherein the transmitter transmits the advertisement to the communication device, wherein the advertisement is transmitted on or over at least one of the Internet and the World Wide Web;

wherein the processing device monitors the individual's viewing of or participation in the advertisement, and further wherein the processing device determines an amount of at least one of a compensation, a reward, a rebate, and an incentive, earned by the individual, and further wherein the processing device adjusts or reduces a purchase price or a lease price associated with the order by at least a portion of the amount of the at least one of a compensation, a reward, a rebate, and an incentive.

Claim 22. (New) The apparatus of Claim 21, wherein the purchase price or the lease price is adjusted or reduced

by the entire amount of the at least one of a compensation, a reward, a rebate, and an incentive.

Claim 23. (New) The apparatus of Claim 21, wherein the processing device identifies or selects the advertisement based upon at least one of individual profile information, market research information, statistical information, and historical information.

Claim 24. (New) The apparatus of Claim 21, wherein the advertisement is at least one of a video advertisement, an audio advertisement, an audio-visual advertisement, and an infomercial.

Claim 25. (New) The apparatus of Claim 21, wherein the advertisement includes or is accompanied by at least one of a survey, a poll, and a questionnaire.

Claim 26. (New) The apparatus of Claim 21, wherein the communication device is a personal computer.

Claim 27. (New) The apparatus of Claim 21, wherein the communication device is a laptop computer.

Claim 28. (New) The apparatus of Claim 21, wherein the communication device is a personal digital assistant.

Claim 29. (New) The apparatus of Claim 21, wherein the communication device is a wireless telephone.

Claim 30. (New) The apparatus of Claim 21, wherein the communication device is a video telephone.

Claim 31. (New) The apparatus of Claim 21, wherein the communication device is a watch.

Claim 32. (New) The apparatus of Claim 21, wherein the communication device is an interactive television.

Claim 33. (New) The apparatus of Claim 21, wherein the amount of the at least one of a compensation, a reward, a rebate, and an incentive, is a fixed amount.

Claim 34. (New) The apparatus of Claim 21, wherein the amount of the at least one of a compensation, a reward, a rebate, and an incentive, is a variable amount.

Claim 35. (New) The apparatus of Claim 21, wherein

the amount of the at least one of a compensation, a reward, a rebate, and an incentive, is a pro rata amount.

Claim 36. (New) The apparatus of Claim 21, wherein the amount of the at least one of a compensation, a reward, a rebate, and an incentive, is a random amount.

Claim 37. (New) The apparatus of Claim 21, wherein the processing device adjusts or reduces the purchase price or the lease price prior to a consummation of a transaction associated with the order.

Claim 38. (New) The apparatus of Claim 21, wherein the at least one of a compensation, a reward, a rebate, and an incentive, is earned after the placing of the order.

Claim 39. (New) The apparatus of Claim 21, wherein a second advertisement is transmitted to the communication device prior to the placing of the order.

Claim 40. (New) The apparatus of Claim 21, wherein a portion of the at least one of a compensation, a reward, a rebate, and an incentive, is stored in an account associated with the individual.